

Message Text

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ORIGIN NEA-11

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DRAFTED BY NEA/IRN:MJOHNSON:AMP
APPROVED BY NEA/IRN - MYLES L. GREENE
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FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN IMMEDIATE

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E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: TEHRAN TRADE CENTER

1. FROM NEA/IRN. FYI - DEPARTMENT OF COMMERCE IS IN PROCESS OF REVIEWING STATE'S (M) DECISION TO CUT MARKETING RESEARCH OFFICER SLOT IN TEHRAN. IF THIS DECISION STANDS, CAGNE FEELS IT COULD HAVE ADVERSE IMPACT ON FUTURE OF TRADE CENTER. CAGNE IS CONCERNED THAT STATE'S POSITION WILL BE SEEN AS LACK OF SUPPORT FOR CENTER. ARGUMENT COULD DEVELOP ALONG THE LINES THAT IF STATE DOESN'T SUPPORT CENTER, WHY SHOULD COMMERCE. WE HAVE POINTED OUT THAT THIS CUT UAS MADE ON NARROW BUDGETARY GROUNDS AND DOES NOT REPRESENT ANY DIMINUTION OF INTEREST IN TEHRAN CENTER.

2. CAGNE ALSO BELIEVES THAT CENTER, WITHOUT MRO, WOULD BE FORCED TO USE HIGHER PRICED, LESS EFFECTIVE OUTSIDE MARKET-ING CONSULTANTS TO DO NECESSARY MARKET RESEARCH. THIS WOULD MAKE OPERATION MORE EXPENSIVE AND WEAKEN ARGUMENT
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THAT CENTER HAS ESSENTIALLY BEEN LOW COST OPERATION. CAGNE (OR ITS SUCCESSOR) WOULD PROBABLY NOT HAVE SUFFICIENT BUDGET TO UNDERTAKE ADEQUATE RESEARCH PROGRAM THROUGH PRIVATE SECTOR. END FYI.

3. IT WOULD BE HELPFUL TO US IN BACKSTOPPING THIS IF WE COULD HAVE BENEFIT OF POST'S THOUGHTS, PARTICULARLY WHETHER

THERE IS POSSIBILITY OF REPROGRAMMING CURRENT RESOURCES
TO COVER MRO GAP OR IF REDUCTION MIGHT BE EFFECTED THROUGH
CUT OF OTHER POSITION.

4. WOULD APPRECIATE YOUR VIEWS BY NOON THURSDAY. VANCE

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